counterclockwise direction, which auger is coupled to the shaft of the variable-speed reversible DC electric motor such that the auger rotates in a forward or reverse direction when the motor is activated; the forward direction is a clockwise or counterclockwise direction corresponding to the direction in which the helical flighting wraps around the auger's cylindrical axis, and the reverse direction is a clockwise or counterclockwise direction opposite to the direction in which the helical flighting wraps around the auger's cylindrical axis, such that when the variable-speed reversible DC electric motor is activated in the forward direction, the effect of the auger rotating in contact with the ground is to lift the soil or sand, thereby excavating a hole into which the umbrella's pole member may be inserted, and when the motor is activated in the reverse direction, the effect of the auger rotating in contact with the ground is to push the excavated soil or sand back down into the hole, thereby causing the pole member to extract itself from the ground;

(c) a battery chamber located in or mounted upon the pole member, said battery chamber having within it one or more batteries and having a means for accessing said batteries so that they may be removed and replaced or recharged;

(d) a switch mounted on the motor element of the pole member and electrically connected to the batteries and the variable-speed reversible DC electric motor, whereby the motor may be activated and the direction and speed of the motor may be controlled; the switch comprises a double-pole,

double-throw element, which reverses the direction of the motor's rotation by reversing the direction of electric current, and a rheostat element, which regulates the speed of the motor's rotation by varying the flow of electric current.

Please amend claim 6 to read as follows:

6. (currently amended) The self-anchoring umbrella according to any one of claims 1-5, wherein the auger is detachably coupled to the shaft of the variable-speed reversible DC electric motor and replaceable by another auger, such that: (i) a damaged auger may be replaced; or (ii) one or more alternate augers designed for different ground conditions may be utilized, in which alternate augers the width and pitch of the helical flighting are determined by the type of terrain in which the beach umbrella will be used.

CLAIM LISTING

1. (currently amended) A self-anchoring beach umbrella comprising:

(a) a canopy member having an upper tubular element, to which a spreadable canopy is attached, and a lower tubular element, within which is formed an axial lumen;

(b) a pole member having: (i) an upper element, formed for insertion into the axial lumen of the canopy member; (ii) a motor element, comprising a variable-speed reversible DC electric motor, having on its lower end an axially-disposed shaft through which a rotary torque is generated when the motor is activated; and (iii) an auger comprising a cylindrical axis about which is wrapped helical flighting in either a clockwise or counterclockwise direction, which auger is coupled to the shaft of the variable-speed reversible DC electric motor such that the auger rotates in a forward or reverse direction when the motor is activated; the forward direction is a clockwise or counterclockwise direction corresponding to the direction in which the helical flighting wraps around the auger's cylindrical axis, and the reverse direction is a clockwise or counterclockwise direction opposite to the direction in which the helical flighting wraps around the auger's cylindrical axis, such that when the variable-speed reversible DC electric motor is activated in the forward direction, the effect of the auger rotating in contact with the ground is to lift the soil or sand, thereby excavating a hole into which the umbrella's pole member may be inserted, and when the motor is activated in the

reverse direction, the effect of the auger rotating in contact with the ground is to push the excavated soil or sand back down into the hole, thereby causing the pole member to extract itself from the ground;

(c) a battery chamber located in or mounted upon the pole member, said battery chamber having within it one or more batteries and having a means for accessing said batteries so that they may be removed and replaced or recharged;

(d) a switch mounted on the motor element of the pole member and electrically connected to the batteries and the variable-speed reversible DC electric motor, whereby the motor may be activated and the direction and speed of the motor may be controlled; the switch comprises a double-pole, double-throw element, which reverses the direction of the motor's rotation by reversing the direction of electric current, and a rheostat element, which regulates the speed of the motor's rotation by varying the flow of electric current.

2. (original) The self-anchoring beach umbrella according to claim 1, further comprising a handle attached to the motor element of the pole member by means of which either: (i) a downward force may be applied while the auger is rotating in the forward direction, thus causing the auger to bore into the ground and anchor the pole member; or (ii) an upward force may be applied while the auger is rotating in the reverse direction, thus causing the auger to disengage from the ground and free the pole member.

3. (amended) The self-anchoring umbrella according to claim 2, wherein the switch is positioned on the handle so that the switch may be activated while a downward or upward force is applied to the handle.

4. (amended) The self-anchoring umbrella according to claim 2, wherein the switch is a positive action switch, such that the switch is not activated unless a continuous pressure is applied thereto.

5. (original) The self-anchoring umbrella according to claim 3, wherein: (i) the switch regulates the direction of the motor by the direction of the pressure applied to the switch; and (ii) the switch regulates the speed of the motor by the amount of pressure applied to the switch.

6. (currently amended) The self-anchoring umbrella according to any one of claims 1-5, wherein the auger is detachably coupled to the shaft of the variable-speed reversible DC electric motor and replaceable by another auger, such that: (i) a damaged auger may be replaced; or (ii) one or more alternate augers designed for different ground conditions may be utilized, in which alternate augers the width and pitch of the helical flighting are determined by the type of terrain in which the beach umbrella will be used.

7. (original) The self-anchoring umbrella according to any one of claims 1-5, further comprising a joint means for tilting the upper tubular element of the canopy member about an axis with respect to the lower tubular element of the canopy member, which joint means is disposed between the upper tubular element of the canopy member and the lower tubular element of the canopy member, such

that the canopy may be tilted in the direction of the sun so as to maximize the area of shade cast by the umbrella's canopy.

8. (original) The self-anchoring umbrella according to claim 6, further comprising a joint means for tilting the upper tubular element of the canopy member about an axis with respect to the lower tubular element of the canopy member, which joint means is disposed between the upper tubular element of the canopy member and the lower tubular element of the canopy member, such that the canopy may be tilted in the direction of the sun so as to maximize the area of shade cast by the umbrella's canopy.